



Chapter newsletters – reach up to 1,000 women/mo. (2500 in NYC).

Website TTN reaches approximately 6,000 visitors with 50,000 page views each month (*Google analytics, 12/11*)

TTN profile

Demographic: TTN members are educated women over 50 who have worked most of their adult lives and are now thinking about “what’s next.” They are culturally and racially diverse, and come from around the country.

The Typical TTN Woman

- Joins TTN in her mid-50’s.
- Has a median household income of \$120,000 listing a household income of more than \$200,000.
- Is highly educated – likely to hold a graduate/professional degree (over 70%)
- Works full-time, part-time or pro bono.
- Keeps intellectually engaged with formal courses, professional development activities and book groups.
- Travels regularly both within the US (90%) and abroad (60%).
- Keeps fit by working out at least 2-3 times a week, with a sizeable group (40%) exercising more often than that
- Is equally likely to be single, widowed or divorced as she is married/ or partnered

TTN ADVERTISING/SPONSORSHIP RATES

You provide your logo and copy, we’ll do the rest!

Graphic file format: GIF, PNG or JPEG

Program sponsorship: Contact Us for Pricing

Includes mentions in event listing, and promotion in local chapter newsletter, on website, Facebook and Twitter. Also signage at event.

Website & National Newsletter: \$250/mo.*

- (1) Column Ad** on inner website page of choice, and in National newsletter.

Website & Chapter Newsletter: \$150/mo.*

- (1) Column Ad on local chapter website page and newsletter.

Website Only: \$100/\$200/\$300/mo.*

- Column Ad: Chapter / National inside / National home page

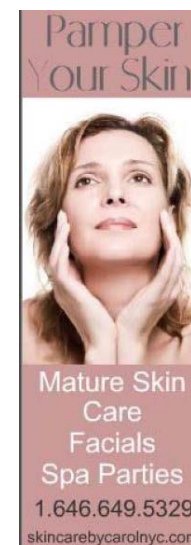
Social Posts (Facebook/Twitter): \$25/per wk

- Promotional mention with smaller ad on Facebook and Twitter.

***Web advertising rates based on 3 month min. ** Column Ads link to your website or email**

general ad size: 160 x 320

For more information on advertising, please contact us at info@thetransitionnetwork.org or call 347-735-6035



Sample Column Ad